

> Corporate Social Responsibility Report

Consumer Responsibility

“To strive to surpass customers’ expectation with innovative and excellent quality products and services.” is another important mission of the company. Therefore, the Company attaches the utmost importance to customers’ satisfaction through the products and services. The examples of which are giving the correct and transparent information to customer, doing marketing with ethics, treating customers with fairness, and minimizing risks of products and services. The Company therefore commits towards consumer responsibility through product design, production, distribution, customer’s service, product recalls and consumer information confidentiality. The following policies and guidelines have been prescribed:

1. Manufacturing and distribution of goods and services must be safe for consumers and friendly to the environment.

2. Businesses are operated based on commitment, development of products and services, development of new innovations to continually add value to products and services in response to customer needs. Furthermore, information which is essential to decision-making is fully disclosed with no distortion of facts.

3. Businesses are operated based on the values of integrity, honesty and fairness. No actions are taken which would infringe the rights of customers. Customer trade secrets are guarded and not wrongfully utilized for one’s own benefit or for the benefit of related persons.

4. To not demand, receive or accept properties or other benefits dishonestly from a customer, whether directly or indirectly.

5. To conform to trade agreements. In the event where conformity is not possible, the customer shall be notified in advance in order to jointly arrive at a remedial solution and prevent damages.

6. To provide communication channels for customers to file complaints on the Company. Complaints are processed with care and dealt with fairly.

Safety Standard

To ensure customers’ confidence, the Company’s standards and systems have been certified by the following:

1. International standard for quality management, ISO 9001:2015, from the process of sourcing, manufacturing, quality checking and packing, of which every step is auditable.

2. Certified for the electric saving “Label No.5” for shirt from the project of Electricity Saving type shirt of Electricity Generating Authority of Thailand.

3. International standard for environmental management, ISO 14001:2004

Product and Services Labeling

The Company labels the products and services in accordance with international standards and regulations of the Office of Consumer Protection Board (OCPB) in order to make sure that consumers receive the correct information. The Company also includes some labels such as certified quality assurance label, environment health and safety label, Thai labour standards label, drug-free workplace label, etc. to support consumers' decision making, also, other useful information such as an instructions label and a care label is also provided.



Marketing Communication and Customers Privacy

The company emphasizes and is responsible for stakeholders. The guideline to be responsible to customers through various channels such as Website, Facebook, customers relations to use as guideline in the operation of the Company as follows:

1. Provide correct, sufficient and up-to-date information to customers so that they know about the products and services. This is not overstated which may cause misunderstanding.
2. Contact customers politely, effectively and gain their confidence. There is also channel easily accessible by customers to file complaints about product quality and safety. Our response is also quick.
3. Keep customers' information as confidential and do not use the information for own interest or related person in illegal way.
4. Provide recommendation about usage method and service of the company efficiently and of most interest to customers.